



May 28, 2008

Chairman Kevin J. Martin  
Federal Communications Commission  
445 12<sup>th</sup> Street, SW  
Washington, DC 20554

Dear Mr. Martin:

I would like to take this opportunity to tell you about the wonderful job KYW Newsradio did being a media sponsor for the annual Free Library's Philadelphia Book Festival. For the second consecutive year, KYW Newsradio was an asset to us before and during the event. They provided the Library with 35 promos leading up to the festival which was valued at \$21,000, but for us the value was so much more. According to a survey we conducted, many visitors reported hearing about the festival on KYW radio, helping us to attract 27,000 people over two days!

The on-site kidcasts were a highlight of the weekend. I was amazed that even with a downpour on the second day of the event, people were eager to participate. As we were breaking down venues I heard children asking their parents to take them to the KYW tent.

As a new employee with the Library, working with Kyle Ruffin and her staff made my first official event an enjoyable learning experience. The KYW Newsradio staff was organized, self-sufficient, and fun to work with, making the entire process a smooth one. They were clearly interested in meeting our promotional needs, brought ideas to the table, and were a wonderful media partner.

Their sponsorship played a big part in our ability to host another successful Book Festival. I look forward to working with them again next year.

Sincerely,

A handwritten signature in black ink that reads "Tara Miller". The signature is fluid and cursive.

Tara Miller  
Manager of Corporate Sponsorships